## IN THE CLAIMS:

This listing of claims will replace all prior listings of claims in the application:

1-20. (Canceled)

21. (Previously Presented) A method of making a multiplicity of rolled food products comprising:

conveying while cooling multiple, continuous, at least substantially parallel strips of a flowable food product, wherein each food strip is supported on a strip of support material,

segmenting or perforating each of said food strips across the entire width of the food strip while the food is still flowable to form a multiplicity of multi-segmented food strips, each multi-segmented food strip having a plurality of separable food segments,

cutting all the way through each of said multi-segmented food strips and the respective strip of support material to form a leading end and a trailing end of each multisegmented food strip and the respective strip of support material, and

rolling each of said cut, multi-segmented food strips and the respective strip of support material around said leading end to form a multiplicity of rolled food products,

wherein each rolled food product has a plurality of separable food segments obtained by segmenting or perforating across the entire width of the food strip.

22. (Previously Presented) A method of making a multiplicity of rolled food products according to claim 21 wherein said segmenting or perforating further comprises embossing or imprinting to form a definite shape in each of said strips of food.

- 23. (Original) A method of making a multiplicity of rolled food products according to claim 22 wherein said embossing or imprinting results in at least one shape disposed within a single segment of each said strips of food.
- 24. (Original) A method of making a multiplicity of rolled food products according to claim 22 wherein said embossing or imprinting results in a shape which is divided between at least two separate segments of at least one of said strips of food.
- 25. (Original) A method of making a multiplicity of rolled food products according to claim 24 wherein said two separate segments are not adjacent each other.
- 26. (Previously Presented) A method of making a multiplicity of rolled food products according to claim 21 wherein said segmenting or perforating comprises feeding said multiple continuous strips of food supported on a support material into a gap defined by an upper anvil surface and the underside of a rotating segmenting roller.

said rotating segmenting roller having a plurality of circumferential lanes on the roller surface, each circumferential lane containing a series of circumferentially spaced radially projecting knife edges that are disposed for cutting entirely across the width of the strips of food.

27. (Previously Presented) A method of making a multiplicity of rolled food products according to claim 26 wherein, in said segmenting or perforating, said radially projecting knife edges are spaced so as to segment each of said strips of food at a predetermined interval.

- 28. (Original) A method of making a multiplicity of rolled food products according to claim 26 which further comprises guiding each of said multiple strips of food supported on a strip of support material so as to keep them at least substantially parallel to and separate from each other during processing.
- 29. (Previously Presented) A method of making a multiplicity of rolled food products according to claim 28 wherein, in said guiding, each of said multiple strips of food supported on a strip of support material is conveyed through at least one guide located in said upper anvil surface.
- 30. (Original) A method of making a multiplicity of rolled food products according to claim 21 which further comprises guiding each of said multiple parallel strips of food supported on a strip of support material so as to keep them at least substantially parallel to and separate from each other during processing.
- 31. (Original) A method of making a multiplicity of rolled food products according to claim 21 wherein said segmenting or perforating effectively segments each of said multiple strips of food without segmenting or perforating said strip of support material.
- 32. (Previously Presented) A method of making a multiplicity of rolled food products according to claim 26 wherein edible adhesive is applied near the trailing end of each of said strips of food and thereby holds the trailing end against the next adjacent layer in the rolled food product.

- 33. (Original) A method of making a multiplicity of rolled food products according to claim 21 wherein said strips of food product are cooled to a temperature of from about 75° F to about 90° F for said segmenting or perforating.
- 34. (Original) A method of making a multiplicity of rolled food products according to claim 26 wherein said strips of food product are cooled to a temperature of from about 75° F to about 90° F for said segmenting or perforating.
- 35. (Original) A method of making a multiplicity of rolled food products according to claim 26 wherein said circumferentially spaced knife edges are continuous knife edges.
- 36. (Original) A method of making a multiplicity of rolled food products according to claim 26 wherein said circumferentially spaced knife edges are discontinuous knife edges.
- 37. (Original) A method of making a multiplicity of rolled food products according to claim 35 wherein said continuous knife edges are in the shape of a straight edge, a lightning bolt, a letter, a number, a musical note or symbol, a mathematical symbol, a border of a puzzle piece, a matching tab and socket or plug-in design, a squiggly or crooked line, or a combination thereof.
- 38. (Original) A method of making a multiplicity of rolled food products according to claim 36 wherein said discontinuous knife edges are in the shape of a serrated or a notched straight edge that is about 15% nicked to about 50% nicked.

- 39. (Original) A method of making a multiplicity of rolled food products according to claim 26 wherein said circumferentially spaced knife edge is rounded or substantially flat in cross-section.
- 40. (Original) A method of making a multiplicity of rolled food products according to claim 21 wherein from about 8 to about 16 multiple continuous strips of food supported on a strip of support material are processed simultaneously.
  - 41-58. (Canceled)
- 59. (Previously Presented) A method of making a multiplicity of rolled food products according to claim 21 wherein each of said strips of food comprises a dehydrated fruit puree.